

2021 Business Plan Competition: High School Executive Summary Judging Criteria

The following criteria are to be used to evaluate 1-page executive summaries. Score from 1 (lowest) to 5 (highest)

	Score based on 1 (lowest) to 5 (highest)
OVERALL IMPRESSION OF EXECUTIVE SUMMARY: Does the summary make the reader want to learn more? Is the summary well written and succinct? Is the summary visually appealing (e.g., properly formatted, well organized, and includes relevant visuals)?	
TEAM: Does the summary adequately describe team members' skills, and roles?	
CUSTOMER SEGMENTS: Does the team describe their ideal customer?	
PROBLEM: Does the team understand the 1-3 top problems their customers face?	
SOLUTION: How effectively does the product solve the customers' top problems?	
VALUE PROPOSITION: Has the team clearly stated their value proposition? Is there a single, clear, compelling message that states why the proposed solution is worth paying attention to?	
COMPETITIVE STRATEGY: Has the team identified what they have, that their competitors do not, that gives them an advantage?	

GO TO MARKET STRATEGY: Has the team described how they will reach their customer segments?	
REVENUE MODEL: Has the team described what their customer is buying from them? And what they are charging their customers?	
COST STRUCTURE: Has the team described what is will cost to run the business?	
KEY METRICS: Does the summary describe how the team will measure success?	

TOTAL _____